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## CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Approve Downtown Lodi Business Partnership 2008-09 Annual Report, Adopt Resolution of Intent to Levy Annual Assessment, and Set Public Hearing for December 17, 2008

**MEETING DATE:** November 19, 2008

**PREPARED BY** City Manager

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**RECOMMENDED ACTION:** Council action will be threefold: (1) To approve the Downtown Lodi Business Partnership (DLBP) 2008-09 Annual Report as submitted by the DLBP Board of Directors; (2) To adopt a Resolution of Intention to levy an annual assessment for that fiscal year; and (3) To set a public hearing for December 17, 2008 to consider the levy of the proposed assessment.

**BACKGROUND INFORMATION:** Pursuant to Lodi Municipal Code Chapter 12.06 and Streets and Highways code Section 36500 et seq., the DLBP membership board is required to present an annual report (Exhibit A) for City Council review and approval prior to September 1. This must be done prior to the public hearing and adoption of a resolution confirming the 2008/09 Annual Report and levy of assessment. Representatives of the DLBP will be present and will make a presentation regarding the attached report.

Streets and Highways Code Section 36533 provides that a Business Improvement District (BID) must file an annual report which shall include proposed assessments, budget, general descriptions of the proposed improvements and activities, description of the area served, and any declaration of intent to change boundaries of the parking and business improvement area or in any benefit zone within the area if changes are being proposed. No changes in these areas are proposed for the 2009 fiscal year.

Programs developed during the 2008 fiscal year include a brand image campaign that revamped the organization logo, website, membership directory, downtown brochure and kiosk map. The DLBP raised awareness of downtown Lodi through advertising, press releases and media relations. To further enhance the brand image of downtown, the DLBP invested in beautification projects such as; flower planting, seasonal banners, holiday decor, a Christmas tree in the Post Office Plaza and co-funded the power-washing project for the downtown sidewalks. The DLBP hosted various events to attract traffic to downtown. The events included the 17 week seasonal Farmers Market, Parade of Lights, Grape Festival Youth Parade, Downtown Trick-or-Treat and Fall Festival, Stuck in Lodi Car Show, Celebrate Mama!, and Holiday Winterfest.

Next year, the DLBP plans to expand these efforts as well as develop and foster relationships with downtown property owners to attract and retain businesses that compliment DLBP's vision.

**FISCAL IMPACT:** Not applicable

A handwritten signature in blue ink, appearing to read "Blair King".

Blair King  
City Manager

Attachments

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APPROVED:

A handwritten signature in blue ink, appearing to read "Blair King".

Blair King, City Manager

RESOLUTION NO. 2008-232

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT  
FOR DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1,  
ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

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WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by City Council adoption of ordinance 1654; and

WHEREAS, the annual report as required by Streets and Highways Code 5536533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes December 17, 2008, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m., or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code 536534.
3. It is the intention of the City Council to **levy** and collect assessments within the parking and business improvement area for calendar year 2009 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is include in the Annual Report, Exhibit A, and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: November 19, 2008.

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I hereby certify that Resolution No. 2008-232 was passed and adopted by the Lodi City Council in a regular meeting held November 19, 2008, by the following vote:

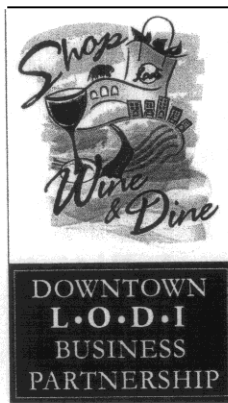
AYES: COUNCIL MEMBERS – Hansen, Hitchcock, Johnson, Katzakian, and  
Mayor Mounce

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None

  
RANDI JOHL  
City Clerk



November 5, 2008

Mr. Blair King, City Manager  
City of Lodi  
221 W. Pine street  
Lodi, CA 95240

Re: Annual Report 2008/2009

Dear Blair:

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you with seven copies, five for the City Council, one for the City Clerk and one for yourself.

Thank you for your continued support.

Sincerely,

Jaime Watts, Executive  
Downtown Lodi Business Partnership

2038309  
ENDORSED  
FILED

in the office of the Secretary of State  
of the State of California

MAR 31 1998

*Bill Jones*  
BILL JONES, Secretary of State

ARTICLES OF INCORPORATION OF  
DOWNTOWN LODI BUSINESS PARTNERSHIP  
A California Nonprofit Mutual Benefit Corporation

One: The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation)

Two: This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law.

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

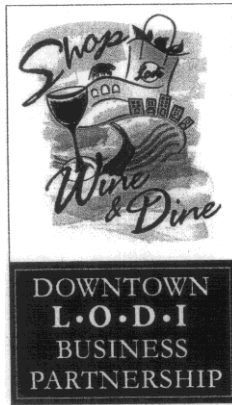
Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

Five: No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Internal Revenue Code of 1954.

Dated: March 31, 1998

*Ronald M. Beckman*  
\_\_\_\_\_  
Ronald M. Beckman, Incorporator





## 2008/2009 ANNUAL REPORT

Items listed below refer to Section 36533(b) of the California Streets and Highway Code:

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

Budget for the budget year July 1, 2008 through June 30, 2009 is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

# **Downtown Lodi Business Partnership**

## **Proposed Budget**

*July 1, 2008 through June 30, 2009*

### **Income**

Assessment Fees	42000.00
City of Lodi	35300.00
Event Revenue	
Farmers Market	65000.00
Parade of Lights	12500.00
Banner Sponsorship Program	5500.00
Grape Festival Youth Parade	1200.00
Fall Fest	3000.00
Winterfest	500.00
Miscellaneous Events & Sales	<u>10500.00</u>

### **Total Income**

**175500.00**

### **Expenses**

Event Expenses	
Farmers Market	30000.00
Parade of Lights	4500.00
Banner Sponsorship Program	1500.00
Grape Festival Youth Parade	500.00
Fall Fest	800.00
Winterfest	2000.00
Miscellaneous Events & Sales	1000.00
Marketing Expenses	
Merchant Brochure & Kiosk Map	2500.00
Advertising & Promotions	6100.00
Mileage & Meetings	2500.00
Public Relations	2500.00
Marketing Campaigns	2000.00
Seminars	1500.00
Website	1000.00
Membership Expenses	
Newsletters	600.00
Quarterly Mixers	500.00
Plaques & Trophies	500.00
Sunshine Committee	1000.00
Revitalization Expenses	
Downtown Beautification	5000.00

Administrative	
Salaries & Wages	65000.00
Payroll Taxes	5500.00
Contract Labor	2000.00
Insurance	11000.00
Professional Fees	<b>2500.00</b>
Rent	6000.00
Storage	2000.00
Office Supplies	6500.00
Office Equipment	1600.00
<del>Bank</del> Fees	400.00
Postage	1000.00
Utilities (phone, internet, etc.)	<u>6000.00</u>
<b>Total Expenses</b>	<b>175500.00</b>
<b>Net Income</b>	<b>0.00</b>

**Downtown Lodi Business Partnership**  
**Summary Balance Sheet**  
*As of December 31,2007*

	<u>Dec 31, 07</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	2,573.27
Accounts Receivable	8,032.00
Other Current Assets	<u>42.83</u>
<b>Total Current Assets</b>	<u>10,648.10</u>
<b>Fixed Assets</b>	<u>4,191.39</u>
<b>TOTALASSETS</b>	<u><b>14,839.49</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Credit Cards	2,616.22
Other Current Liabilities	<u>1,901.45</u>
<b>Total Current Liabilities</b>	<u>4,517.67</u>
<b>Total Liabilities</b>	<u>4,517.67</u>
<b>Equity</b>	<u>10,321.82</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>14,839.49</b></u>



# Downtown Lodi Business Partnership

## Profit & Loss

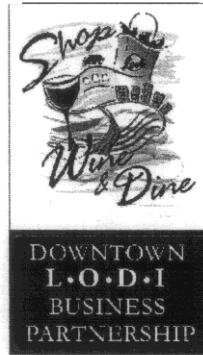
### January through December 2007

	Jan - Dec 07
Ordinary Income/Expense	
Income	
City of Lodi Funds	43,975.00
Event Revenue	
Advertising & Promotion Revenue	5,225.00
Beverage Sales	19,998.37
Parade Entry Fees	7,706.00
Sponsorship	19,187.08
Vendor Fee	31,800.00
Other Income	8,126.00
Total Event Revenue	92,042.45
IRS Refund Income	6,176.45
Interest Income	681.70
Member Assessment Fees	44,468.50
Total Income	187,344.10
Expense	
Administrative Expenses	
Advertising	203.00
Bank Service Charges	486.96
Contract Labor	805.00
Depreciation Expense	2,239.00
Dues and Subscriptions	841.50
Insurance-D& O and State Fund	1,952.34
Insurance - Events Liability	9,611.66
Interest	28.83
Miscellaneous	257.46
Office Maintenance & Repairs	1,473.72
Office Supplies	7,307.59
Payroll Expenses	
Director's Wages	42,300.64
Other Wages	16,094.60
Payroll Taxes	6,083.88
Total Payroll Expenses	64,479.12
Professional Fees	5,249.31
Rent	6,210.00
Taxes	10.00
Utilities	5,575.86
Total Administrative Expenses	106,731.35
Event Expenses	
Advertising	7,483.37
Awards/Banners/Posters	5,253.67
Beverage Expense	18,502.31
Entertainment	5,051.05
Equipment Rental	1,073.70
Labor/Repairs	12,353.18
License/Permits/Inspection	2,762.10
Other Expense	570.18
Postage & Delivery	834.72
Marketing & Promotions	2,114.11
Sanitation	2,629.14
Supplies	4,965.82
Total Event Expenses	63,593.35
Marketing Expenses	
Advertising & Promotions	6,471.05
Mileage & Meetings	1,221.10
Public Relations	937.36
Seminars & Marketing Campaigns	3,745.76
Total Marketing Expenses	12,375.27
Membership	
Newsletter	556.66

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1/06/08  
ccru al Basis

**Downtown Lodi Business Partnership**  
**Profit & Loss**  
January through December 2007

	Jan - Dec 07
Plaques & Trophies	274.70
Postage and Delivery	425.78
Sunshine Committee	1,029.31
Total Membership	2,286.45
Revitalization	
Kiosk Update	102.00
Total Revitalization	102.00
Total Expense	185,088.42
Net Ordinary Income	2,255.68
Net Income	2,255.68



## DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

*\*Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

### BUSINESS TYPE DEFINITIONS:

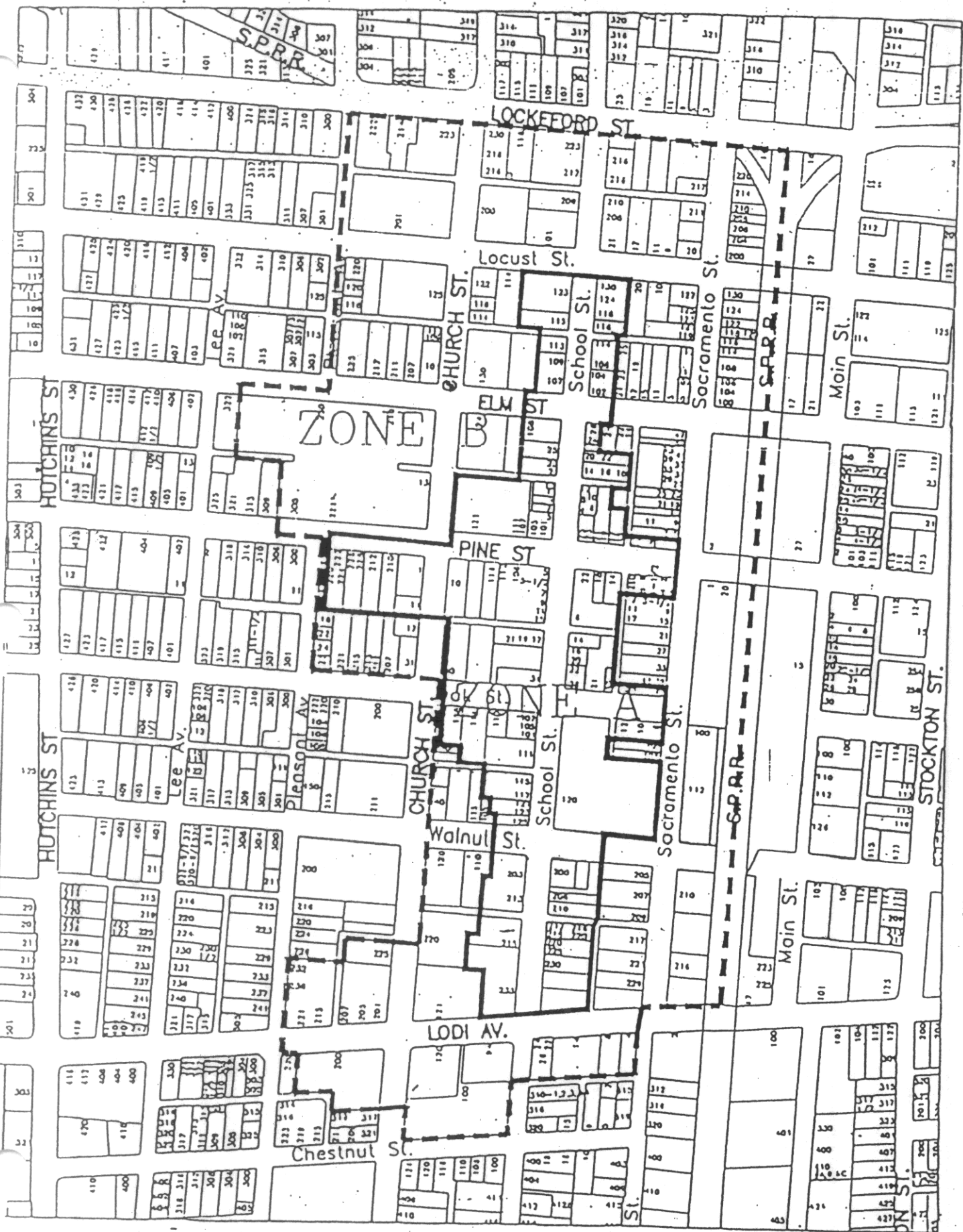
**Retail and Restaurant** – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

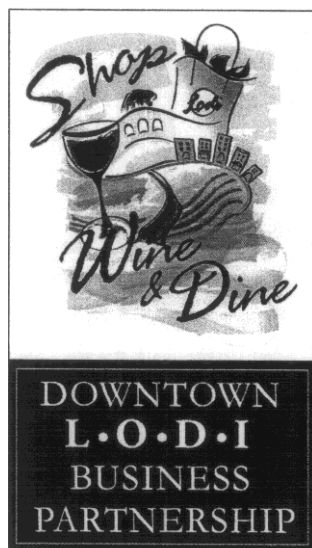
**Service Businesses** – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

**Professional Businesses** – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

**Financial Institutions** – Includes banking and savings and loan institutions, as well as credit unions, etc.

**Downtown Lodi Business Partnership**  
**4 West Pine Street, Lodi, California 95240**  
**209.369.8052 phone 209.369.8053 fax**  
**[www.downtownlodi.com](http://www.downtownlodi.com)**





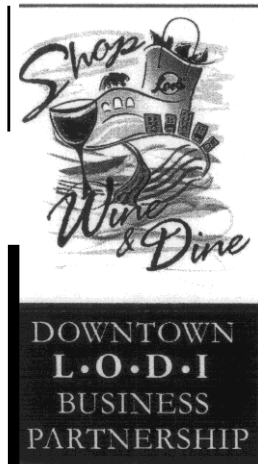
## MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240  
209.369.8052 phone 209.369.8053 fax  
[www.downtownlodi.com](http://www.downtownlodi.com)



## **2009 Calendar of Events**

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**Celebrate Mama!**  
Saturday, May 9<sup>th</sup>

**Downtown Farmers Market**  
Every Thursday beginning  
June 4<sup>th</sup> through September 24<sup>th</sup>

**4<sup>th</sup> Annual "Stuck in Lodi"**  
**Car Show**  
Saturday, August 1<sup>st</sup>

**Grape Festival Youth Parade**  
Saturday, September 12<sup>th</sup>

**Downtown Trick-or-Treat  
& Fall Festival**  
Saturday, October 31<sup>st</sup>

**14<sup>th</sup> Annual Parade of Lights**  
Thursday, December 3<sup>rd</sup>

**Downtown Winterfest**  
Horse Drawn Carriage Rides & Holiday Festivities  
Saturday, December 5<sup>th</sup> & 12<sup>th</sup>

Visit [www.downtownlodi.com](http://www.downtownlodi.com)  
for detailed event descriptions and more information



***Please immediately confirm receipt  
of this fax by calling 333-6702***

CITY OF LODI  
P.O. BOX 3006  
LODI, CALIFORNIA 95241-1910

**ADVERTISING INSTRUCTIONS**

**SUBJECT:** PUBLIC HEARING TO LEVY ANNUAL ASSESSMENT FOR DOWNTOWN  
LODI BUSINESS IMPROVEMENT AREA NO. 1

**PUBLISH DATE:** WEDNESDAY, NOVEMBER 26, 2000

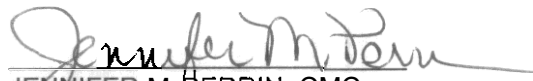
**LEGAL AD**

**TEAR SHEETS WANTED:** Three (3) please

**SEND AFFIDAVIT AND BILL TO:** RANDI JOHL, CITY CLERK  
City of Lodi  
P.O. Box 3006  
Lodi, CA 95241-1910

**DATED:** MONDAY, NOVEMBER 24, 2008

**ORDERED BY:** RANDI JOHL  
CITY CLERK

  
JENNIFER M. PERRIN, CMC  
ASSISTANT CITY CLERK

\_\_\_\_\_  
MARIA BECERRA  
ADMINISTRATIVE CLERK

**Verify Appearance of this Legal in the Newspaper – Copy to File**

LNS	Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)	
	Phoned to confirm receipt of all pages at _____ (time)	_____ JLT _____ DRC _____ JMP (initials)



## **DECLARATION OF POSTING**

### **PUBLIC HEARING TO LEVY ANNUAL ASSESSMENT FOR DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1**

On Wednesday, November 26, 2008, in the City of Lodi, San Joaquin County, California, a Notice of Public Hearing to levy annual assessment for Downtown Lodi Business Improvement Area No. 1 (attached and marked as Exhibit A), was posted at the following locations:

Lodi Public Library  
Lodi City Clerk's Office  
Lodi City Hall Lobby  
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on November 26, 2008, at Lodi, California.

**ORDERED BY:**

**RANDI JOHL  
CITY CLERK**

  
JENNIFER M. PERRIN, CMC  
ASSISTANT CITY CLERK

\_\_\_\_\_  
MARIA BECERRA  
ADMINISTRATIVE CLERK



## NOTICE OF PUBLIC HEARING

RESOLUTION NO. 2008-232

EXHIBIT A

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT  
FOR DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1,  
ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

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WHEREAS, Downtown Lodi Business Improvement Area No. I was established December 17, 1997, by City Council adoption of ordinance 1654; and

WHEREAS, the annual report as required by Streets and Highways Code 5536533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk
2. Establishes December **17**, 2008, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at **7:00 p.m.**, or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code 536534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2009 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is include in the Annual Report, Exhibit A, and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: November 19, 2008.

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I hereby certify that Resolution No. 2008-232 was passed and adopted by the Lodi City Council in a regular meeting held November 19, 2008, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Hitchcock, Johnson, Katzakian, and  
Mayor Mounce

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None



RANDI JOHL  
City Clerk



# Downtown Lodi Business Partnership 2008 Annual Report

By: Jaime Watts, Executive  
Director

November 19, 2008



DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP

# What is the DLBP?

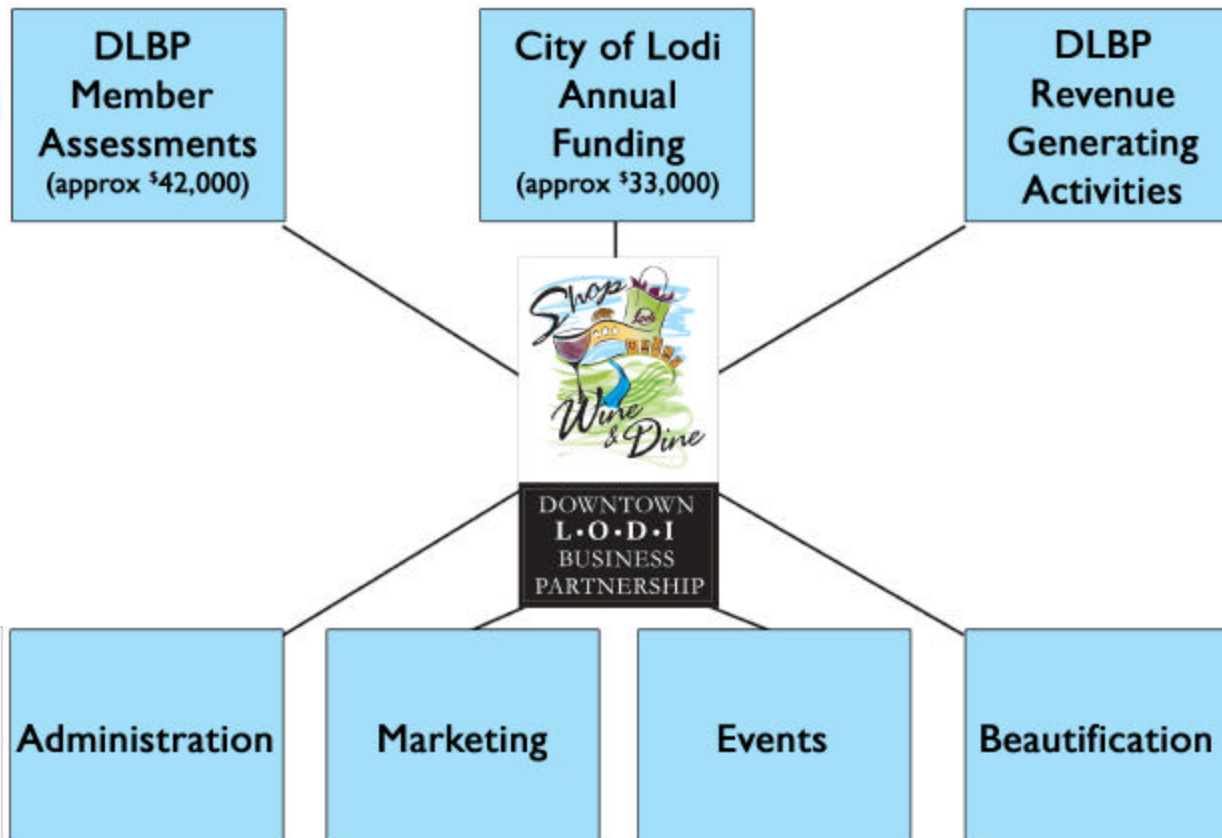
- Non-Profit Organization
- BID (Business Improvement District)
- Comprised of 250 Business Owners
  - Service, Professionals, Retail, Restaurants, Wine Tasting Rooms
- Volunteer Board of 10, Staff of 2



DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP

*Our mission is to encourage growth  
and prosperity in the  
downtown community of Lodi.*

# DLBP Funds Overview



DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP



# Brand Image Campaign

- New Logo
- Redesigned Website
- Revamped Brochure
- Developed and Installed New Kiosk Maps



DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP



# Downtown Beautification

- New Banners for Street Lights
- Flower Planting
- Co-funded Sidewalk Power Washing Project
- Downtown Holiday Decorations
  - 25' Tree in Post Office Plaza
  - Holiday Banners
  - Fresh Swags with Bows





# Media Relations



- TV Spots
- Radio Spots
- News Articles
  - Lodi News-Sentinel
  - Stockton Record
  - San Joaquin Magazine



DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP



# Events To Drive Traffic To Downtown **17 Week Certified Farmers Market** Every Thursday Evening June –

- Fresh Produce
- Food & Craft Vendors
- Live Entertainment
- Beer & Wine Garden
- Kids Zone



Theme Nights

DOWNTOWN  
**L.O.D.I**  
BUSINESS  
PARTNERSHIP



# Events To Drive Traffic To Downtown Annual Parade of Lights

First Thursday in December at 6:17 p.m.

- Lighted Floats
- School Marching Bands
- Local Businesses
- Dance Groups
- Themed Vehicles
- Community Pride



DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP

# Events To Drive Traffic To Downtown Other Downtown Events

- Celebrate Mama!
- “Stuck In Lodi” Car Show
- Grape Festival Youth Parade
- Trick-or-Treat & Fall Festival
- Winterfest
- Merchant Promotions



DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP



# Community Outreach



School Field Trips – Safety Fair – Expo Booths



DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP



# DLBP Member Benefits



- Networking Opportunities
- Bi-Monthly Newsletter
- Lodi News-Sentinel Tab Insert
- Business Referral Database
- Business Directory and Link on Website
- Member Discount on DLBP Programs
- Attachment Advertisement Banners



DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP





# Plans for 2009

- Expand Current Programs
- Enhance Existing Events
- Develop Relationships with Downtown Property Owners to Foster New Business Opportunities
- Explore Additional Funding Sources

Continue to Raise Awareness of  
**Downtown Lodi** -  
*Our Programs,  
Our Events  
& Our Businesses*



DOWNTOWN  
**L.O.D.I**  
BUSINESS  
PARTNERSHIP



# Questions?

Downtown Lodi Business Partnership  
4 West Pine Street – Downtown Lodi  
(209) 369-8052  
[www.downtownlodi.com](http://www.downtownlodi.com)



DOWNTOWN  
L.O.D.I  
BUSINESS  
PARTNERSHIP